

# BRAND GUIDELINES 2023

*Reference guide for use of Logo, fonts and colours*



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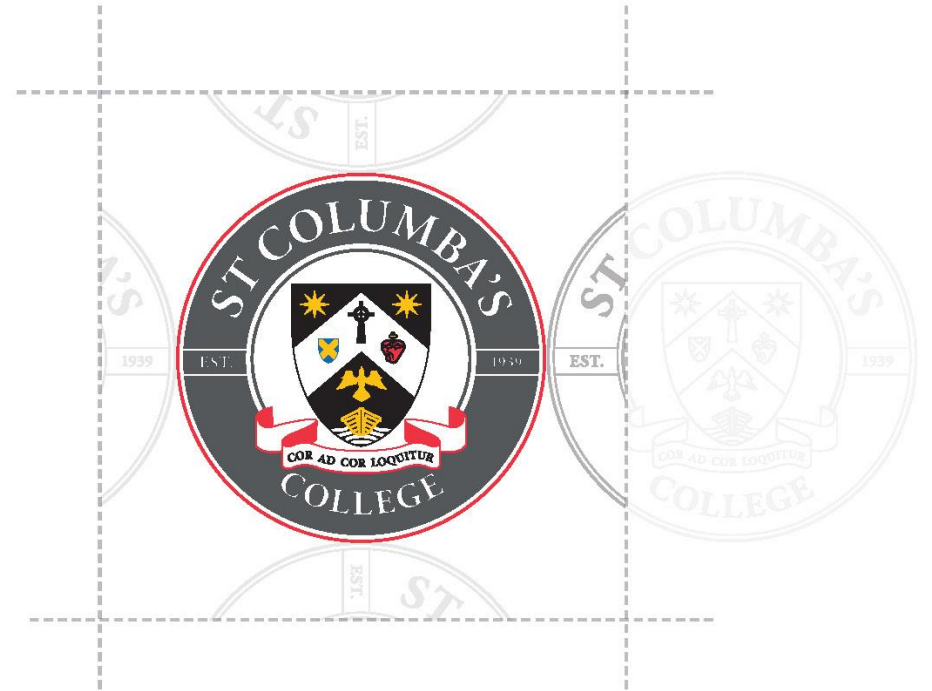
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## PRIMARY LOGO

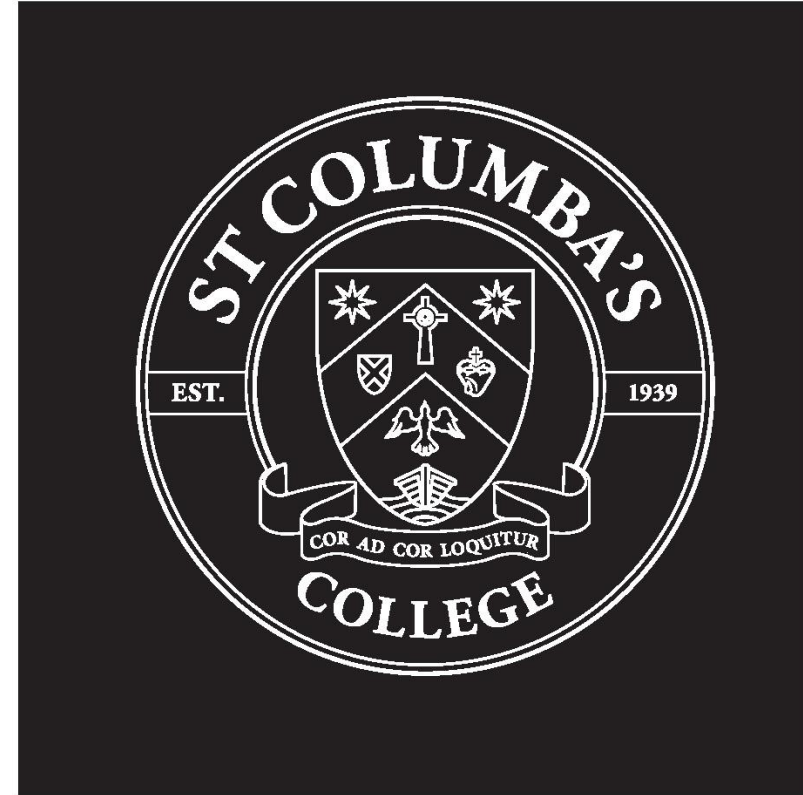
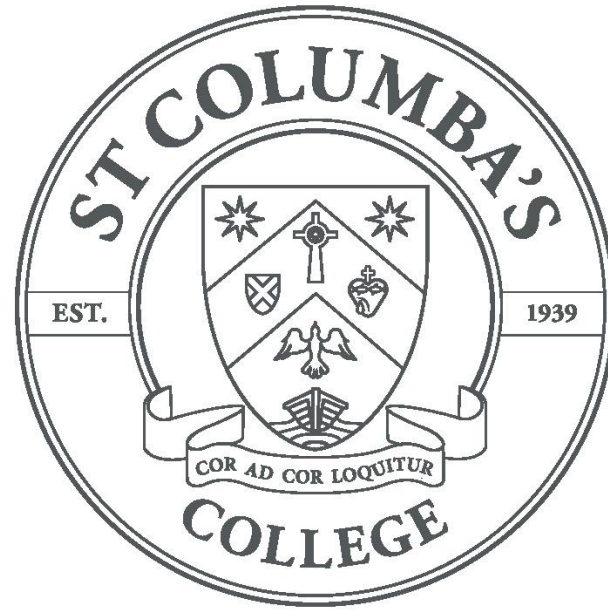
The Primary Logo is the preferred logo option and should be used on all items of print and digital media, wherever possible.



## EXCLUSION ZONE

The Logo should be placed in the top right-hand corner wherever possible.

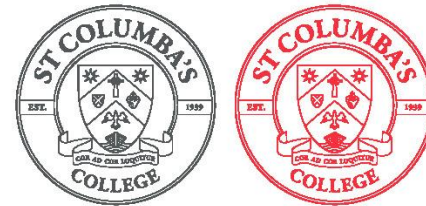
There is a minimum exclusion zone around the Logo for positioning of supplementary elements. This is applied in most cases. However, where the Logo is used on its own (ie exhibition panels, stickers etc) the exclusion area need not apply.



## OUTLINE LOGO

The Outline Logo is a simplified version of the Primary Logo. This is for use on single colour items of print or where a full colour Logo is not suitable. The minimum exclusion zone still applies.

The Outline Logo can be used for Social Media, Favicons, Window stickers and Product packaging. It can also be used sparingly as a watermark on the page as a tint (as shown on this document).



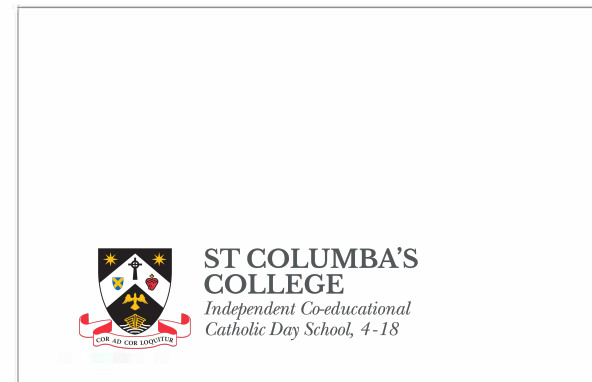


# ST COLUMBA'S COLLEGE

*Independent Co-educational  
Catholic Day School, 4-18*

## SHIELD LOGO

The Shield Logo is a special simplified version of the Primary Logo with the outer circle elements removed. This should be used sparingly and reserved for items such as business cards, letterheads, and other stationery.







## ST COLUMBA'S CONNECTS

*Alumni, Staff, Parents &  
Friends*

### ST COLUMBA'S CONNECTS LOGO

The St Columba's Conencts Logo is only to be used on items of print and digital media where relevant to St Columba's Connects. It should NOT be used in any other situation



### ALUMNI LOGO

The Alumni Logo is only to be used on items of print and digital media where relevant to Alumni of St Columba's College. It should NOT be used in any other situation.



### APPAREL LOGO

The Apparel Logo is a logo which has been specifically designed to be used on optional clothing; for example House Hoodies. It should NOT be used on any other items or in any other situation.



## THE CURVE

The Curve is a flexible device which can be used as an additional graphic element on a variety of items such as signage, banners, leaflets and brochures. The Curve is primarily used in the top right hand corner, but to aid creativity, is intended to be a flexible device, with no set dimensions or arcs.



# ELLYSIUM HOUSE

*Please report to Reception*

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+}  
{|":?><,.^';[]=-**

Montserrat Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+}  
{|":?><,.^';[]=-

Montserrat Regular

## PRIMARY FONT

The Primary font for headings is Montserrat Bold (available from Adobe Fonts). This should be used for Main Headings and Signage primarily as upper case. Montserrat Regular is used for Body Text in either upper case or upper and lower case.



*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+}  
{|”:”?><,.^’;[]=-*

Le Monde Livre Italic

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+}  
{|”:”?><,.^’;[]=-**

Le Monde Livre Bold

## SECONDARY FONT

The Secondary font for sub-headings is Le Monde Livre Italic (available from Adobe Fonts). Occasionally, on special items (such as Invitations) Le Monde Livre Bold can be used for headings.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+}  
{|":?><,.^';[]=-**

**Arial Bold**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+}  
{|":?><,.^';[]=-

Arial Regular

## ALTERNATIVE FONT

The Alternative font is Arial and should only be used when Montserrat is unavailable - such as Email, Powerpoint presentations etc.

Use Bold for headings and Regular for body text.

### CMYK (for print items)



### Pantone (for print items)



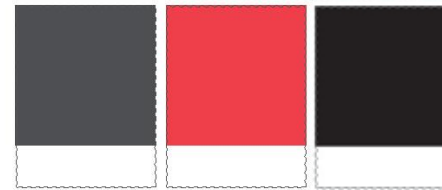
### RGB (for online/digital)



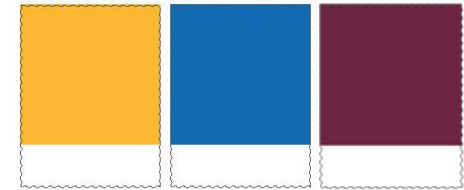
## COLOURS

There are six primary colours in the St Columba's palette. For print items, please use either the CMYK or Pantone colours where appropriate. RGB colours should be used for digital and online items.

## COLOUR HIERARCHY



Primary Colours



Secondary Colours




**ST COLUMBA'S COLLEGE**  
Independent Co-educational  
Catholic Day School

**SENIOR SCHOOL PROSPECTUS**



**OPEN MORNING**  
MONDAY 31ST MARCH  
9:00AM - 3:00PM



## APPLICATION

Shown here are some typical examples of print media showing use of the Logo, Curve, Primary and Secondary fonts.

### ST COLUMBA'S COLLEGE

Independent Co-educational  
Catholic Day School



### VACANCY - SENIOR SCIENCE TEACHER

St Columba's College are seeking to recruit a Senior Science teacher. Must have a minimum of 4 years teaching experience in a recognised School.

For further information and an application form please contact [vacancies@stcolumbascollege.org](mailto:vacancies@stcolumbascollege.org)



### ⬅ RECEPTION

All visitors must report to Reception

### ➡ SIXTH FORM

### ⬆ ELLYSIUM HOUSE

